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Examining the Impact of Online Brand Experience and E-Service Quality on E-Loyalty and Brand Image

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ABSTRACT

In the highly competitive digital marketplace, the relation between online brand experience and e-service quality is important in influencing e-loyalty and brand image. This research investigates how various factors influence consumer perceptions and behaviors within the e-commerce industry. Focusing on online shoppers in Türkiye, data was gathered from 423 respondents via a Google survey using convenience sampling. To evaluate the research model, factor and regression analyses were employed, categorizing the variables into four main dimensions: online brand experience, e-service quality, e-loyalty, and brand image. The results reveal that online shopping experiences have a positive impact on both brand image and e-loyalty, with consumers emphasizing the importance of speed, accessibility, and precise search functions in their online shopping encounters. Additionally, e-service quality was shown to significantly enhance both brand image and e-loyalty. By providing a detailed framework that highlights the interactions between these factors, this study offers valuable comprehension for marketers and brands aiming to foster stronger customer relationships and boost brand equity in a digital-centric landscape. Moreover, the findings present practical recommendations for culturally sensitive marketing strategies, balancing authenticity with modern consumer expectations.

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INTRODUCTION

With the widespread use of the Internet, significant changes have occurred in consumption habits (Asgari et al, 2023). The rapid advancement of digitalization in recent years has significantly transformed consumer behavior, making online shopping an essential part of daily life and reshaping global trade dynamics, while the growth of technology, wider internet access, and the proliferation of mobile devices have enhanced its convenience and accessibility. In Türkiye, 61.9% of internet users engage in brand research online, with the most visited shopping platforms being Hepsiburada, Trendyol, and N11. Meanwhile, the global online consumer goods market reached a volume of 5.5 trillion dollars in 2023, while Türkiye's online consumer goods market amounted to 77.89 billion dollars (ticaret.gov.tr, 2024).

Businesses are changing their processes to be suitable for online shopping in order to best meet consumer expectations in an intensely competitive environment and to gain a certain market share. Online shopping platforms provide businesses with significant advantages in expanding digital marketing strategies and engaging directly with customers. These platforms influence consumer purchasing decisions through user reviews and social media feedback, enabling businesses to develop data-driven and personalized strategies (Vinerean et al., 2013). It is essential to understand consumers' experiences on online shopping platforms and the service quality provided by businesses, as the growth of online marketing practices increases the perceived attributes of brand association (Abbasi et al., 2023). Recent advancements in information technology have given rise to online retailing (e-commerce), fundamentally transforming the retail landscape (Kennedy & Coughlan, 2006). E-retailing has prompted many traditional retailers to enhance their online business efficiency while also contributing to the emergence of distinct online retail brands (Melis et al., 2015). In the literature, terms such as "online store," "Internet store," "web store," and "e-store" are frequently used interchangeably (Ling et al., 2010; Jacob, 2023). E-retailing is broadly defined as the interaction between businesses and consumers through electronic networks, enabling global access to information, a diverse range of products, and location-independent shopping opportunities (Çabuk & Kuş, 2019). So, understanding consumer attitudes toward e-retailers, their perceptions of digital applications, and their online shopping experiences has become increasingly important.

The goal of this study is to determine the main elements affecting customers' online brand experiences in e-commerce apps. Online brand image is conceptualized as the cumulative effect of consumers' ability to efficiently complete transactions and navigate a brand's website, along with their past purchasing experiences, interactions, and the stimuli provided by the brand. Consequently, the time consumers spend on a website and the quality of service offered can shape brand image either positively or negatively. Previous research has demonstrated that consumers' online shopping experiences, particularly their initial interactions with e-commerce websites rather than the products themselves, have a significant impact on their subsequent purchasing decisions (Rose et al., 2012; Mosteller et al., 2014; Lin et al., 2018; Zhang et al., 2024). Key factors such as ease of navigation, attractive design, and website responsiveness are crucial in shaping both user experience and customer loyalty (Flavián et al., 2006; Cyr et al., 2010; Rose et al., 2012; Lin et al., 2018; Rane et al., 2023). Despite the wealth of literature on online brand experience and e-service quality, there is a lack of comprehensive studies that integrate these constructs with e-loyalty, particularly in emerging markets like Türkiye. While existing studies have examined the general effects of website usability and design on consumer perceptions, less attention has been paid to the specific dimensions of e-service quality—especially as measured by the E-S-QUAL scale—and their impact on brand perception and long-term e-loyalty. This study addresses this gap by examining how online brand experience and e-service quality influence e-loyalty, with a particular focus on consumers' satisfaction with e-service quality and their behavior in Türkiye. The use of the E-S-QUAL scale in the research adds novelty to the purpose of this study.

LITERATURE REVIEW

Consumers desire specific experiences beyond the functional benefits that brands provide (Bapat & Thanigan, 2016; Shahzad et al, 2024; Susilawati et al, 2024; Tran & Chang, 2024). The widespread use of information technology, brand superiority, and increased communication and entertainment processes force companies to move away from feature and benefit marketing and adopt an experience-oriented approach toward customers (Schmitt, 1999; Mamakou et al., 2024). Schmitt (1999) defines brand experience as a phenomenon that involves interaction rather than just a product or a logo. Consumer experiences are greatly influenced by textual and visual brand communication components, including products, logos, and ads (Schmitt, 1999). Brand experience is a subjective and individualized process that emerges from a customer's interaction with a product, company, or any organizational component (Gentile et al., 2007). This experience encompasses customers' intrinsic and subjective responses to both direct and indirect brand interactions. Customers often initiate direct connections during purchases, usage, or service encounters, whereas indirect interactions result from unexpected exposures like news, reviews, ads, and word-of-mouth (Meyer & Schwager, 2007; Shahzad et al., 2024).

Brand experience is defined as the consumers' internal responses arising from stimuli introduced by the brand. Its design elements comprise forms, colors, written communication, and visual communication. The brand experience was thought of by Brakus et al. (2009) as a set of behavioral reactions that immediately follow stimuli causing sensory, emotional, and/or cognitive responses, including brand design, identity, packaging, communication, and environmental factors. Beyond an individual's intrinsic reaction to a retailer, brand experience is a holistic construct reflecting consumer's cognitive, emotional, social, and physical engagement with the organization (Schmitt, 1999). This experience is cumulative, spanning from pre-purchase, purchase, use, and post-purchase stages and usually involves the work of multiple retail channels, and is affected by both retailer-influenced factors, such as service interface, store atmosphere, product assortment, and price, and external factors, such as social influences and shopping motivations (Verhoef et al., 2009). In multi-channel retail settings, experiences in one channel (e.g., physical stores) can significantly impact experiences in another (e.g., online platforms). While digital applications offer expanded opportunities for firms to engage consumers, understanding online shopping behavior presents challenges for marketers (Konuş et al., 2008). Major challenges involve ensuring smooth website navigation, offering detailed product and service information, customizing offers, building robust customer relationships, and overseeing online customer reviews (Rowley, 2004; Kumar & Patil, 2024). Similar to offline brands, online brands strive to offer a distinctive and valuable experience that sets them apart from competitors (Novak et al., 2000; Youn et al., 2024). Online shoppers engage with multiple digital stimuli—such as images, text, video, and audio—on e-commerce websites, processing these elements both emotionally and cognitively to form brand perceptions (Hamzah et al., 2014; Rose et al., 2012). Consumers particularly expect e-commerce brands to provide functionality, usability, intuitive navigation, and security (Khan & Rahman, 2016).

Services are distinguished from products by their intangible nature and are assessed based on the comparison between the perceived and actual benefits received (Söylemez & Karahan, 2020). With technological advancements and the increasing prevalence of the Internet, businesses have transitioned some of their services to digital platforms. These electronically delivered services are referred to as "e-services" (Bozbay et al., 2016). E-services involve customer interactions with a company's website without direct engagement with service personnel (Bitner et al., 2002). For instance, in traditional print newspaper distribution, information flow is unidirectional; however, when offered online, the process becomes bidirectional, allowing consumers to interact with the business through real-time feedback (Bozbay et al., 2016). In e-services, service providers, databases, and technical staff replace the physical environment found in traditional services (Šajbidor et al. 2023; Chao et al. 2024). There are two main differences between e-services and traditional services. First, while in traditional service the subject of exchange between the business and the customer is the service itself, in e-service this exchange takes place through service information. Second, while the traditional service process involves the service element, this role is eliminated in e-service. Moreover, while a physical environment acts as an interface in the traditional service process, this function is assumed by the website in e-service. In the interactions that take place in the e-service environment, not only shopping but also meeting the expectations and wishes of consumers is of great importance. The quality of the services is greatly affected by this process (Ata et al., 2022; Efawati et al., 2024). Service delivery extends beyond the purchase phase, encompassing post-sale interactions as well (Zeithaml et al., 2002).

E-service quality is the effective, efficient, and smooth provision of products or service through an online system (Poon & Lee, 2012). Customer feedback that the website offers and other functional attributes of a website are important factors affecting service quality in an online context (Zeithaml et al., 2002). Perceived quality involves comparing the service offered by the company with the service received by the consumer (Chen & Yang, 2015). Studies have confirmed that there is a direct correlation between the perceived quality of the website and a repeat visit (Bayramtan, 2020). E-service quality covers the evaluation of all the stages of the online shopping experience, information search, evaluation, and interaction between the company and consumer (Van Riel et al., 2001). A website that enables customers to navigate through the pages in a world-class manner and that allows customers to find what they are looking for much faster is more user-friendly and is viewed as more qualified (Santos, 2003). Websites that are easy to use are perceived as high quality by customers and the time spent on these websites increases customer satisfaction. It can be said that such websites have a positive impact on customers' subsequent shopping preferences (Bayramtan, 2020). Factors such as convenience, reliability, usability, shopping experience, information security, fast payment, delivery, business reputation are also important in quality assessment (Chiu et al., 2009). A website that is well designed, has clear text and expressions, where customers can easily communicate with the company, has quality and rich content, and has a harmonious design offers a quality e-service. Reliability, responsiveness, accessibility, flexibility, ease of navigation, efficiency, trust, confidentiality, price transparency, site aesthetics, and personalization are the elements of service quality according to Parasuraman et al. (2005). The instantaneous production and consumption of services and the

changing demands and needs of customers over time lead to uncertainties in quality measurement (Bozbay et al., 2016). Since the factors that customers consider when evaluating e-service processes vary, e-service quality measurement methods also vary. Several scales employed in the literature for measuring e-service quality include the WebQal scale (Barnes & Vidgen, 2002), Site-Qual scale (Yoo & Donthu, 2001), eTailQ scale (Wolfinbarger & Gilly, 2003), E-S-Qual scale (Parasuraman et al., 2005), E-TransQual scale (Bauer et al., 2006), and E-SelfQual scale (Ding et al., 2011). These scales assess website quality based on various characteristics and dimensions.

Customer loyalty is the unwavering devotion to a brand, product, service, or retailer that is created by cultivating a favorable opinion of the brand, product, service, or retailer and becoming a repeat customer by engaging in repurchase behaviors (Dick & Basu, 1994). Customer e-loyalty is a reflection of traditional loyalty in the online environment (Toufaily et al., 2013) and refers to the positive attitudes that a customer develops towards a business operating on an online platform, resulting in repeat purchases (Anderson & Srinivasan, 2003). Eng and Kim (2006) define e-loyalty as customers purchasing products or services from the same website again or revisiting the website in the future after past shopping experiences. Customers' frequent visits to websites and spending time there may also be sufficient for the formation of e-loyalty (Cry, 2008; Ashiq & Hussain, 2023). If customers' purchases from an e-retail store are realized in the same store in their next purchases, this is considered an indicator of e-loyalty (Aydın, 2021). It is challenging to obtain a competitive edge over rivals due to the quick changes in technology. With the widespread use of the Internet, consumers have the opportunity to easily access and review countless products through many e-stores. Although it is more difficult to turn consumers into loyal customers in an e-commerce environment compared to traditional commerce, creating a loyal customer base is among the goals of all types of businesses. Loyal customer potential is of great importance for businesses (Valiyev, 2019). It is stated that loyal customers visit their favorite websites twice as often and spend more money than non-loyal customers (Weinstein, 2018). Customer loyalty is the tendency of a customer to prefer and purchase a particular brand again instead of turning to alternatives, even if competitors offer lower prices and coupons (Chesnokova et al., 2024). Several factors contribute to e-loyalty, including trust, awareness, perceived quality, satisfaction, and reputation, alongside consumer behavior, market conditions, product characteristics, and brand-related elements, all of which play a crucial role in building and reinforcing loyalty (Chao et al., 2024). Since e-store customers cannot see the products they buy during shopping, they take a risk at the beginning of shopping. In case of a defect in the delivered products, this initial risk may result in disappointment. In addition, if the products do not meet the specifications specified on the e-commerce platform, customers feel that they have been deceived, which negatively affects quality perception and loyalty. A high-quality e-commerce site and superior products are crucial for customer satisfaction. From the customer's perspective, e-quality represents the business's excellence (Valiyev, 2019).

In the formation of e-loyalty, e-satisfaction, e-trust and e-quality are factors that play an important role. E-satisfaction refers to having a positive perspective on the e-commerce store that has been shopped before (Sinurat et al., 2024). Satisfaction with previous shopping experiences is an effective

factor in the development of e-loyalty (Aydın, 2021). Satisfied consumers generally do not change e-commerce companies and brands. E-trust is a factor that covers every stage of the shopping process of customers, starting from before shopping and affecting the sales process and after (Aydın, 2021). Trust is an important factor in retaining customers and guiding their purchasing decisions. In addition, the absence of any problems between the e-commerce business and the customer during the shopping process also reinforces trust (Gülbaşı, 2020). E-quality is a process that enables customers to navigate comfortably on the website where they shop or browse, to be easy to use, to find products suitable for their needs, and to deliver the product smoothly after completing the shopping (Aydın, 2021). A quality e-store and products are necessary for customer satisfaction. Important aspects that indicate quality include the e-commerce company's website's ease of use, its visually pleasant design, the presence of items and services that fulfill expectations, presenting a variety of alternatives, and keeping its promises (Gülbaşı, 2020). In online shopping, consumers are confronted with the website of the e-commerce business before the products. The experience of consumers in this process affects their subsequent shopping processes. In this direction, the easy use of the website, its pleasant design and its ability to meet the needs affect both the experience and loyalty. Accordingly, the study argues that online brand experience and e-service quality are effective on e-loyalty.

In branding activities, instead of focusing only on the technical features of products, the importance of a brand image that emphasizes factors such as trust, quality and service and is based on positive perception and value is emphasized. Motivations that influence consumers' purchasing decisions shape brand image through physical, social and psychological characteristics of products, emotions, thoughts and behaviors (Gardner & Levy, 1999). Consumers' trust in the brand is shaped by belief, consistent positive experience, and transparency in communication, quality products, or high service (Pramesti et al., 2024). A brand image is made up of positive or negative perceptions formed as a result of a consumer's experiences with a brand. These experiences may stem from immediate interactions during the purchase process as well as past knowledge, experience or other interactions with the brand (Nagar & Rana, 2015; Ben Saad & Choura, 2023; Li, Chen, & Zhu, 2024). Brand image is an outcome that reflects how individuals perceive the brand. It is the brand's attempt to establish itself or its products in the consumer's mind with advantageous, powerful and distinctive features. Beyond indirect associations such as advertising, brand image is also shaped by one-to-one experiences or the internet, brand name, logo and brand identity. In addition, individuals' assumptions or inferences about the brand also affect this perception (Keller, 2013). A strong brand image reflects a deep consistency between what the consumer expects from a product and what the brand offers. Brand image is among the determinants affecting consumers' preferences while making choices between products of equal quality and features (Fisher, 2013). A strong brand image requires many factors affected by high brand equity. In today's more competitive market conditions, businesses will face the most need to distinguish themselves from their competitors. Along with these uniqueness factors, businesses should also provide consumers with other benefits and quality products and services. High brand equity will enable good brand recognition (Güner, 2021). With all comparisons made in the market to differentiate such products, consumers will still pay ramifications for brands they feel are better. A favored image of a brand concerning quality gives it an added advantage in competition with others. For example,

Kodak, one of the world's most powerful brands, has increased its brand awareness from day one with the principle of "always offering quality products to customers". It has created a strong brand image with effective advertisements, campaigns, innovative and high-quality product range, and achieved high customer satisfaction thanks to its sincerity and reliability (Aaker, 2009).

The long-term goal for every business is to increase sales by building a brand image that brings customers back for more, but it's a challenge to make a successful brand image. Such can be considered if there are timely messages from competitors, a weak brand image, incorrectly delivering the message to the market, not selecting the right media, or issues surrounding price and distribution channels (Doyle, 2008). This brand image is built up by different users using the brand, their experiences and the features getting offered. Such that if the process is easy and fast, then consumers will point to the brand's website as an option in the future. Brand image may be significantly impacted by the amount of time spent on the website and the caliber of services provided by a business.

In the following literature review, the hypotheses of the study are constructed as follows;

H1: Customers' online brand experience directly affects their e-loyalty.

H2: Customers' online brand experience directly affects their brand image.

H3: A website's e-service quality directly affects customers' e-loyalty.

H4: Internal marketing is positively associated with accessibility.

The model of this study was constructed in line with following literature review and developed hypotheses.

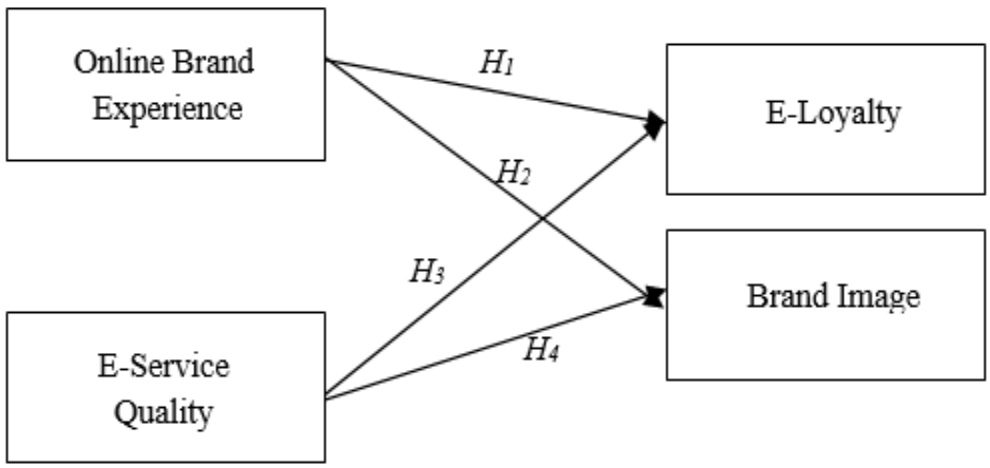

Figure 1: Model of the Research (Constructed by authors)

RESEARCH METHODOLOGY

The data obtained with the scales used were analyzed through SPSS program. The normal distribution of the data was examined and it was determined that the skewness and kurtosis values of the variables were at an acceptable level. When these values are between +2 and -2 and between +3 and -3 (Kline, 2011), it is accepted that the data are normally distributed.

In the data analysis process, first of all, descriptive statistical analyses explaining the demographic characteristics of the participants were implemented. Afterwards, the scales used in the research were subjected to factor analyses. With regard to the aim and nature of the study, regression analysis was conducted in order to gain insight regarding consumers' experiences and outcomes with the online service, as well as the strength of the relationship between the variables. Based on the subject matter of the research, the population of the study is made up of consumers who do shop online in Türkiye. Convenient sampling method was used to reach the data easily, quickly and economically in the sample. The details of data were extracted from 423 subjects in the research. In quantitative data, if population size has a scope between 500000 and 1000000, about getting a sample size of 384 it is valid (Krejcie & Morgan, 1970).

The research data were obtained using the online survey method between February and May 2023. The survey form was organized through the Google survey system and shared as a link. By providing information about the framework of the research on the survey form home page, consumers with previous online shopping experience on Trendyol were enabled to participate in the research. The survey form consisted of 5 categories: online brand experience, e-service quality, brand image, e-loyalty level and demographic characteristics. The research variables were evaluated on a 5-point Likert scale as 1. Strongly Disagree, 2. Disagree, 3. Neither Agree nor Disagree, 4. Agree and 5. Strongly Agree. In the research, data on the online brand experience variable were obtained using Morgan-Thomas and Veloutsou (2013) scale, data on the e-service quality variable were obtained using Parasuraman et al. (2005) scale, data on the brand image variable were obtained using Martinez and Pina, (2003) scale and data on the e-loyalty variable were obtained using Anderson and Srinivasan, (2003) scale.

RESULT AND DISCUSSION

Descriptive data and results obtained from participants by implementing frequency analysis to these data in the research process. Findings regarding demographic features of participants are as following in Table I.

Table I: Descriptive Statistics (n=423)

Gender	**F**	**%**	**Age**	**F**	**%**
Male	181	42,8	Under or Equal to 20	69	16,3
Female	242	57,2	Between 21-29	169	40
			Between 30-39	138	36,2
Marital Status			Between 40-49	47	11,1
Married	220	52			
Single	203	48	**Educational Status**		
			High School	99	23,4
Occupation			Under Graduate	239	56,5
Employed	126	29,8	Graduate	35	8,3
Officer	41	9,7	Other	50	11,8
Self-employed	153	36,2			
Housewife	25	5,9	**Income Status**		
Unemployed	17	4	Under or Equal to 17002 Ł	183	43,3
Other	61	14,4	Between 17003-49999 Ł	105	24,8
			Between 50000-99999 Ł	39	9,2
			100000 Ł and Above	96	22,7

It is seen that a majority of the participants are women (57.2%), married people (52%) are the majority, include the young age group between 21-29 years (40%) and 30-39 years (32.6%). It is determined that the respondents have a high level of education (56.5%), are mostly employees and students in the middle-income level. As a result, it can be concluded that the participants possess a high degree of expertise in online purchasing and site usage.

Table II: Factor Analysis

Factors	**Madde Yükleri**	**KMO**	**Bartlett's Test**	**Inference Method**	**Rotation Method**	**EigenValue**	**Variance Explained**
Online Brand Experience	,769						
Brand Image	,865	,851	,000	Principal Component Analysis	Varimax	3,176	79,408
E-Loyalty	,884						
E-Service Quality	,903						

KMO and Bartlett's Test were thereafter applied to verify the suitability of the variables in the study for factor analysis. According to this research, KMO was found to be fairly good with a value of above 851 and Bartlett's Test was found to be significant. In the light of the statistical data, principal component analysis was preferred as the inference method and varimax as the rotation technique in the factor analysis process. In the distribution of item expressions, .40 was taken to be the threshold value. Following analysis, variable items fall into 4 categories: online brand experience, brand image, e-loyalty, and e-service quality. These factors account for approximately 79% to the variable expressions that is sizeable. In terms of item loadings of the factors, internal consistency of the measures is claimed to have been confirmed.

Table III. Correlation Analysis

Variables	Mean	Std. Dev.	Skew.	Kurto.	OBE	BI	EL	ESQ
Online Brand Experience (OBE)	4,02	,65	-,07	-,80	1			
Brand Image (BI)	3,77	,48	-,72	,43	,58**	1		
E-Loyalty (EL)	3,70	,64	-,69	-,05	,58**	,82**	1	
E-Service Quality (ESQ)	4,24	,43	-1,13	-,05	,60**	,81**	,89**	1

**= Correlation significant at 0.01 level (2-tailed).

As can be seen in Table III, the participants are satisfied with their online experiences with Trendyol brand (4.02). In addition to this, they perceive the quality of the service offered by the brand to consumers at a high level (4.24). As a result of the consumers' satisfaction with the time spent with the brand and the service provided by the brand, positive perceptions about the brand (3.77) are formed. Therefore, participants prefer the brand that they have a good time and are satisfied with its service (3.70) in their future shopping.

These variable relationships exhibited moderate positive correlations among online brand experience and brand image, e-loyalty and e-service quality. Conversely, e-service quality, brand image and e-loyalty positively intertwined by means of a high-level relationship. In consonance with the analyses herein, an evaluation of the level of relation between variables can dictate that time spent online with a brand and the quality of service that a brand offers can be the influencing factors for perceptions about the brand and the choice of the brand in subsequent purchases.

Table IV. Results of linear regression analysis between variables

Effect Level	F	R	R^2	β	t	P
OBE > EL	21,32	,58	,34	,58	14,74	**,00****
OBE > BI	21,61	,56	,31	,57	13,81	**,00****
ESQ > EL	17,16	,89	,80	,79	41,89	**,00****
ESQ > BI	82,74	,81	,66	,73	28,66	**,00****

BE= Online Brand Experience, ESQ= E-Service Quality, BI=Brand Image, EL= E-Loyalty **Significant at 0.05 level

Table IV shows that online brand experience (OBE) and e-service quality (ESQ) have a positive and significant effect on brand image (B_{OBE-BI}=,57; B_{ESQ-BI}=,73 p<,01). The results in the table indicate that e-loyalty is greatly and positively affected by online brand experience and e-service quality (B_{OBE-EL}=.58; B_{ESQ-EL}=.79 p<.01).

Discussion

With the increase in online shopping, due to the extents to which the Internet has become operational, businesses have to assess the online shopping habits of consumers. It is these customers who will assure the liveliness of competitive businesses. Customer satisfaction flows from a comparison of needs and expectations with the perceived or actual activities of companies. The satisfaction of the production or service offered by the company equals that of customer expectations or needs. Thus, there is satisfaction for consumer conduct in favor of the business offering service. Thus, it becomes crucial to know the chances down the road and service environment businesses that operate online realize. This study is about understanding how online shopping experience and e-service quality

contribute to brand equity and loyalty for e-businesses. The research shows that online shopping experience and e-service quality positively influence brand image and e-loyalty. Thus, the surrounding service environment that businesses have made available to customers over the Internet impacts customer satisfaction and future sales opportunity. During shopping in a physical environment, consumers evaluate their needs and expectations based on the quality and performance of the products they buy. In the online shopping setting, however, the features of the environment in which the buying process unfolds largely influence consumer satisfaction in the pre-product consumption stages. These are the speed at which delivery must happen, the easiness of access, and the accuracy of results in the e-retail environment. Analysis further shows that all else being equal, as businesses modify their shopping environments to ones that are fast, easy to navigate, and provide accurate search results, this will raise customer loyalty behavior. Wilis et al. (2020) discovered that various features of the site offering online services, including online service quality, trust, and price, have a bearing on online satisfaction and consequently on online loyalty. It is found that changes in online service quality significantly affect consumer satisfaction, while trust and price attributes affect a certain level of consumer satisfaction. Hence, it can be concluded that online service quality has the strongest influence on the development of online loyalty. It was found that online service quality, trust, and brand image positively and significantly affect consumer loyalty. Efficiency and transaction fulfillment are found to build store image through online service quality. Store image is indeed a potent build-up of brand consciousness among consumers or an influencer of their shopping behavior. This provided evidence for the interrelation between brand image and loyalty. This legitimizes that online service quality, which influences the store image, indirectly influences loyalty behavior. Ata et al. (2022) concluded within their study that design and security dimensions among SWOT in online service quality have positive implications for repeat purchase behavior. Because of certain improvements done to optimize the online customer service environment, provide what blacks according to what they have done, and ease of usage, there comes a tendency for repeat purchasing from the customers which, at the end of the day, generates loyalty behavior.

Customers consider firms that provide fast, valuable, and easy shopping settings to be worthy and with a popular status. Quan et al. (2020) found that online brand experience is the most important factor influencing satisfaction with an online brand. Consumers, therefore, will develop loyalty to an online brand following the establishment of satisfaction. It is noted that perceived quality and online brand awareness may directly lead to online brand loyalty. Furthermore, Sefnedi and Alfarizi (2022) investigated the influence of e-Service Quality on e-Customer Loyalty-perceived e-customer satisfaction of e-service quality on e-customer loyalty- in support of Sefnedi and Alfarizi's model that higher e-service quality leads to greater e-customer loyalty, although such a relationship may differ based upon the customer characteristics and context. The implication is that the direct one of e-service quality onto e-loyalty is unstable across all customer segments. Another study by Suthianto (2023) found that online brand experience, perceived quality, brand associations, and web environment positively affect online brand satisfaction. Owners of online stores include an easy-to-use shopping environment with quality service, common speed and security, and updated search results as variables explaining customer satisfaction, which will further lead to loyalty behavior. The literature had also

other studies demonstrating that the experience of a brand and online service quality are the main factors for loyalty and an image (Valiyev, 2019). Nevertheless, a research done by Ashiq and Hussain (2023) states that e-satisfaction does not trace mediating roles between e-service quality and e-loyalty, contradicting the assumption that enhancing the service quality will directly boost customer loyalty. These findings imply that while e-service quality is influential, its effects on e-loyalty may not be as straightforward as previously assumed, and there could be other mediating variables at play. It is critical for businesses to predict their customers' online shopping behavior these days because a larger portion of buying is done online. In addition to the products and services consumers will purchase via online technology, a business-to-consumer online shopping environment is also very important. The shopping environment and its quality in which the consumer experiences that environment are important in their predicting future behaviors. Businesses wishing to become the choice among many other companies offering online shopping and sustain it should have their platforms fast, easily accessible, display accurate search results, be contemporary, and secure.

CONCLUSION AND POLICY IMPLICATION

Conclusion

Through an empirical investigation of the relationship between online brand experience, e-service quality, e-loyalty, and brand image, this study adds to the expanding corpus of research on digital consumer behavior. The results highlight how important online shopping experiences are in establishing brand perception and encouraging consumer loyalty, with a focus on the significance of speed, accessibility, and accurate search features. The study emphasizes how important e-service quality is, which emphasizes how important it is for brands to give priority to responsive and smooth digital interactions. This study also contributes to the theoretical understanding of digital marketing by offering a systematic framework that illustrates how these concepts are tied. In line with current theories of consumer behavior, the findings support the idea that favorable brand interactions and superior customer service are essential for building enduring client relationships and boosting brand equity in a market that is becoming more and more digital. These observations have practical managerial ramifications for companies looking to maximize their online visibility. Improved search capabilities, better website navigation, and quick customer service are all areas where businesses should invest.

Implications

The implications were divided into two sections in the study.

Theoretical Implications

This research contributes to the current understanding of digital marketing, consumer behavior, and brand management by clarifying the connections among online brand experience, e-service quality, e-loyalty, and brand image. Particularly with regard to brand equity and relationship marketing in digital contexts, the results support and broaden existing theories of consumer behavior. The study's first

contribution to brand experience theory is the evidence that e-loyalty and brand image are greatly influenced by positive online shopping experiences. This study emphasizes the crucial role that functional attributes like speed, accessibility, and search precision play in influencing consumer perceptions, in contrast to previous research that focused on the sensory, affective, and behavioral aspects of brand experience. Second, by confirming the effect of e-service quality on customer loyalty and brand image, this study contributes to the advancement of service quality theory. Our findings highlight the growing significance of digital service attributes, like smooth website navigation and interactive customer support, in boosting consumer trust and long-term commitment to brands, even though traditional service quality frameworks (like SERVQUAL) place an emphasis on tangibility, reliability, and responsiveness. This viewpoint supports and expands on current e-commerce service quality models, arguing that the digital service environment necessitates a sophisticated strategy that incorporates both relational and efficiency-driven components. Additionally, by offering empirical data on how digital interactions influence brand perceptions, this study adds to the framework of the consumer-brand relationship. The study supports the idea that online brand touchpoints are essential for developing stronger emotional and behavioral ties with customers by showing how both brand experience and e-service quality serve as important drivers of brand image and e-loyalty. Particularly in culturally diverse markets where authenticity and personalization are important factors, these findings provide fresh avenues for future theoretical investigations into the changing character of consumer engagement in digital spaces. All things considered, by combining viewpoints from brand management, service quality, and consumer engagement theories, this study advances theoretical understandings of digital consumer behavior.

Practical Implications

This study provides a number of practical suggestions for companies functioning in the digital marketplace by outlining the crucial roles that online brand experience and e-service quality play in establishing brand image and encouraging e-loyalty. First and foremost, e-commerce brands should prioritize improving the usability and functionality of their websites. In their online shopping experiences, consumers prioritize speed, accessibility, and accurate search capabilities, indicating that brands should optimize their platforms to guarantee smooth navigation, quickly loading pages, and user-friendly search capabilities. Investing in AI-powered recommendation and personalization tools can improve the shopping experience even more, boosting customer engagement and intent to buy.

Second, maintaining brand loyalty requires giving e-service quality primary concern. Reactive customer service, real-time help via chatbots or live agents, and open communication about product availability, delivery schedules, and return policies should be the main priorities of businesses. Providing a seamless post-purchase experience, including simple returns and quick handling of customer issues, can greatly increase customer loyalty and trust. Third, creating a strong brand image requires striking a balance between authenticity and contemporary consumer expectations. Marketers ought to use culturally aware tactics that suit the tastes and values of different consumer groups. This entails using regionally relevant customer service strategies, utilizing localized content, and preserving a brand voice that appeals to the target market while staying genuine and reliable. Lastly, omnichannel

strategy integration can improve brand perception and e-loyalty even more. Brands should match their digital platforms with in-store experiences, social media interaction, and mobile applications as consumers prefer a smooth transition between online and offline interactions. Personalized discounts, interactive experiences across various touchpoints, and loyalty programs can all improve brand advocacy and customer retention.

Limitations and future research directions

Despite its contributions, this study has certain limitations that provide opportunities for future research. First, the study focuses on a specific market context in Türkiye, which may limit the generalizability of the findings to other regions or industries. Since consumer expectations and digital behaviors vary across cultural and economic contexts, future studies could conduct cross-cultural comparisons to explore how online brand experience and e-service quality impact e-loyalty and brand image in different markets. Marketers need to implement culturally aware tactics that combine authenticity with changing consumer demands in order to improve their brand positioning in a variety of markets. Notwithstanding its merits, this research has certain shortcomings. Future research could broaden the scope of this contextually limited study by examining additional moderating factors like psychological engagement, perceived value, or consumer trust, or by incorporating cross-cultural analyses. Furthermore, incorporating longitudinal data may offer more profound understandings of how online brand experiences are changing and how they affect customer behavior over the long run. In the end, this study offers a strong basis for practitioners and academics to comprehend the digital consumer journey. Future studies might also look more closely at creative tactics that improve customer loyalty and brand engagement in the ever-changing digital ecosystem as e-commerce develops. Businesses can strengthen customer relationships, enhance brand positioning, and keep a competitive edge in a retail environment that is becoming more and more digitally focused by putting these strategic recommendations into practice. The impact of social commerce, the changing role of AI-driven personalization, and the efficiency of hybrid online-offline brand experiences in boosting consumer loyalty can all be further investigated in future studies.

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